



## Tips for Event Promotion

You want as many Lions to attend the district convention as possible. Event promotion is one of the most important, and yet one of the most overlooked tasks for a convention. Promote the event early, often and creatively. Promotion encompasses the activities which sell the merit of the event and persuades Lions to attend.

### How to Attract Attendees:

Provide the best value for the cost of registration. Consider the following:

- Location: A great location will encourage potential attendees to stay and enjoy the destination.
- Impactful Speakers and Presenters: Consider non-Lions as they can draw attendance.
- Entertainers and Music: Highlight some of the fun that will be taking place.
- Signature Service Project: You may want to offer the attendees an opportunity to do a service project in the community where the convention is held. This will help to raise awareness about Lions.

### Promotion Opportunities:

During the prior year's convention do the following:

- Sign up to have a booth in high traffic areas. Consider offering prizes to attract early bird registration.
- Have available "save the date" cards to pass out.
- Promote early registration and sponsorship opportunities.
- Promote the convention in the program booklet.
- Provide clear registration deadlines and offer an early bird discount.

### District Newsletter:

- Leading up to the convention prepare monthly features about the upcoming district convention.
- Keep a "save the date" window up and visible in each issue; move its location, to catch more eyes.
- Provide a link to the district convention page in each newsletter.
- Provide monthly articles regarding the upcoming convention:
  - Feature stories about speakers and presenters.
  - Feature entertainment and include photos. Discuss cross promotion if applicable.



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- Work with the host chairperson to feature history of the community where the convention is being held.
- Share a testimonial from a Lion attendee as to the benefit of attending the convention.
- Spotlight the convention team and have a contact for those interested in helping.
- Feature former convention host clubs about what they learned.
- If a service project is being organized highlight to bring awareness.
- Provide information of appropriate attire for each gathering/meal.
- Recognize the host club and their involvement in the convention.
- Make sure the convention link is live and updated as the year goes on.

### Social Media:

- Use social media for announcements and promotions.
- Reach out to clubs in the district and encourage them to promote the convention on their social media pages.

### Electronic & Printed Material:

- Send convention information to each club secretary so they that the club may assist in promoting the event.
- Use the district contact list for sending promotion items to members via email or mail.

### District Website:

A special section of the district webpage can be used, or dedicated page can be created. There should always be updated information on the page regarding the convention.

- Provide a “save the date” announcement early; it allows potential attendees to note the convention on their calendars.
- Provide a link to online registration which may include relevant travel information. This should be posted as soon as possible.
- Promote the speakers: have photos, biographies and short description of their presentation (this can always be updated later).



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- Provide a promotion description of each break-out session, seminar, workshop, etc.
- Provide information and put in newsletter section on additional events not covered by the registration fee.
- Provide promotional material to all zone chairpersons and keep it on the District Governor's Advisory Board Agenda.
- Registration form should be ready early and if possible, create tools to register online, or provide a writable PDF form.
- Provide a link to the area chamber of commerce and convention and visitors bureau.
- Highlight the service project being conducted so attendees are aware.
- Feature opportunities in ways that Leos can get involved.
- Provide contact information for key convention team members.
- Provide a schedule of events as soon as it is finalized.
- Provide an electronic version of the printed program.

### Club Website:

Provide a link to each club in the district to help promote the convention so their members have easy access to the convention information.

### Convention Wrap Up:

Highlight in the district newsletter, webpage and other avenues the following:

- Highlight how fun the convention was and feature Lions who were recognized and honored.
- Special thanks to the committee chairpersons, speakers and others that helped make the convention a success.
- Announce the next Lions year convention (if known).